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ABSTRACT

In light of recent legislation specifying minimum educational requirements for the renewal of real estate licenses for brokers and salespersons in Kansas, Johnson County Community College conducted a survey of community needs for real estate education. The survey instrument, which was distributed by the Johnson County Board of Realtors to its members, focused on interest in an associate degree (A.A.) in real estate and in specific courses, scheduling preferences, and interest in college credit for courses and/or Kansas Real Estate Commission (KREC) approval. Survey findings, based upon 206 returned questionnaires, include the following: (1) 65.7% of the respondents expressed interest in an A.A.; (2) of the eight courses specified in the questionnaire, courses in Finance, Appraisals, Laws Relating to Real Estate, and Contracts received the greatest interest; (3) respondents were interested in taking an average of 4.5 courses; (4) 68% wanted both college credit and KREC approval for courses; (5) respondents indicated a preference for courses taught from November through February, once a week (not on Friday or Saturday), beginning at 6:00 or 7:00 p.m. The questionnaire and several data tables are included in the study report. (JM)

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REAL ESTATE NEEDS SURVEY

FALL 1979

Office of Institutional Research
Johnson County Community College
College Boulevard at Quivara Road
Overland Park, Kansas 66210

November 1979

JC 800 278

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ABSTRACT

In 1978, the Kansas State Legislature enacted minimal educational requirements for renewal of real estate licenses for brokers and salesmen. Johnson County Community College conducted a study to determine how to help meet this community need by distributing questionnaires through the Multiple Listing Service. This study is based on 206 returned questionnaires.

Very strong interest was shown in the eight course topics specified in the questionnaire. The average number of courses in which interest was indicated was 4.5. Courses receiving greatest interest were Finance, Appraisals, Laws Relating to Real Estate, and Contracts.

Nearly two-thirds of the respondents were interested in an Associate of Arts degree in real estate. Interest in both college credit and Kansas Real Estate Commission approval for course work was also indicated by about two-thirds of the respondents.

Scheduling recommendations are:

- Provide courses during the months of November through February, when the real estate market is less busy.
- Avoid Saturdays. Fridays are somewhat inconvenient also.
- Evening classes beginning at 6:00 or 7:00 are the most desirable. Meeting once weekly rather than twice weekly is preferred for evening classes.
- Daytime classes beginning at 8:00 or 9:00 in the morning are also likely to be well attended. Opinion is evenly divided between meeting once or twice a week.
- If the option of 5½ hour sessions is planned, it should be arranged for day classes only. The 2 hour 40 minute sessions may be arranged for both day or evening sessions.
- Provide schedules which facilitate taking more than one course.

Results of the survey indicate strong support for maintaining and broadening the curriculum in real estate at Johnson County Community College. Suggested new courses are Real Estate Finance and Real Estate Appraisals.

I. INTRODUCTION

Educational requirements which are regarded as a minimum for renewal of real estate licenses were acted upon by the Kansas State Legislature in 1978.

In order to keep abreast of educational needs in the community, Johnson County Community College has been investigating what course offerings will meet the licensing requirements. In addition, opinions have been sought from real estate career persons as to what subjects are of greatest interest and what type of schedule would best meet their needs. These persons were also polled for interest in an Associate of Arts degree and interest in college credit in addition to Kansas Real Estate Commission approval.

Requirements of the 1978 Law

Salesmen and brokers who received their respective licenses prior to July 1, 1980 must complete 30 clock-hours of course work by November 30, 1981. For every year thereafter, an additional 30 clock-hours must be completed by November 30 of that year.

Course Offerings at JCCC

Both fall and spring semesters of the 1979-80 school year, Johnson County Community College offers several related courses for three hours of credit. All of these courses have received registration approval by the Kansas Real Estate Commission and will meet the requirements of the 1978 law. A three credit hour class meets 48 clock-hours. Thus, two such classes (96 clock-hours) would meet licensing requirements for three years (90 clock-hours).

The classes offered during 1979-80 are listed below.

- Principles of Real Estate
- Real Estate Contracts
- Real Estate Law I
- Real Estate Law II
- Real Estate Sales Procedures (Fall only)

II. METHODOLOGY

Members of the Business and Economics Division of the College drafted a survey instrument which was reviewed by the Division Director. Input was also provided by the Johnson County Board of Realtors' Executive Secretary, Educational Director, and Chairperson of their Education Committee. The questionnaire was then developed into its final form in cooperation with the Office of Institutional Research.

The Johnson County Board of Realtors' distributed the questionnaires to its members. It was then collected by them and returned to the Office of Institutional Research for analysis. This report is based on the 206 returned questionnaires. Brokers sometimes responded for their entire office with one survey instrument. Therefore, the number of individuals represented in this study cannot be precisely determined, but exceeds the 206 figure.

III. ANALYSIS

Subject Areas of Interest (Table 1 and 2)

Considerable interest was shown in the courses specified in the questionnaire. Almost 90 percent of the respondents were interested in at least three of the eight topics given, and only one percent showed no interest. Ten percent were interested in all eight topics. The average number of courses in which respondents indicated interest was 4.5. The courses, in order of greatest interest, are listed below:

- Finance (77.2%)
- Appraisals (72.3%)
- Laws Relating to Real estate (70.9%)
- Contracts (62.6%)
- Escrow Closing (45.6%)
- Commercial Sales (45.1%)
- Residential Sales (44.7%)
- Procedures (34.5%)

Respondents suggested other topics they would like to see offered. Generally, these topics could be considered within the scope of the courses listed above. A list of these suggested topics is presented on page six. They many be helpful in planning course content,

Credentials Sought (Tables 3 & 4).

Nearly two-thirds of the respondents indicated interest in a two year Associate of Arts degree in real estate. This interest remained high (68 percent to 80 percent) when examined for each specific course of interest.

For individual course work, approximately one-third of the respondents want to receive Kansas Real Estate Commission approval only. Nearly two-thirds showed interest in receiving college credit in addition. A few respondents (3 percent) were not interested in the particular courses offered at JCCC during the 1979-80 school year. Among the persons desiring college credit for their courses, 90 percent were interested in receiving an Associate of Arts degree. Looking at the specific subjects, the desire for college credit was strong for all eight courses (63 percent to 77 percent).

It is worth noting that those persons choosing the least "popular" courses had the strongest interest in pursuing a degree and receiving college credit. For example, a Procedures course was the lowest ranking course; yet among those wanting it, 80 percent were interested in a degree and 77 percent wanted college credit. This observation should be considered when planning what courses to provide.

Schedule Preferences (Tables 5 through 8)

Weekdays were preferred over Saturdays by nearly all respondents. In order to determine which weekdays would be most convenient, some inferences may be made from Table 7, which shows preferred starting times for each day of the week. Tuesday and Thursday appear to be slightly more convenient than Monday and Wednesday, while Friday is much less desirable.

Several plans for class meeting schedules were presented in the survey. Classes could meet for 16 sessions of 2 hours 40 minutes each, or 8 sessions of 5½ hours each with a half-hour break for dinner. The

most frequently selected plan was for evening classes with the shorter classtime, meeting once weekly for 16 weeks. The second best plan was the evening shorter classes meeting twice weekly for 8 weeks. Those respondents interested in daytime classes showed a slight preference for the shorter classtime, but were also willing to meet for the longer sessions.

These schedule plans were examined course by course (Table 6). The order of preference was similar for all of them. However, respondents who were interested in Residential Sales and Commercial Sales showed somewhat less of a preference for evening classes and somewhat more preference for day classes compared to respondents interested in other courses.

Respondents suggested starting times that showed clear-cut preferences, which were consistent for all courses and for all days of the week except for Saturday (see Tables 7 and 8). The preferred starting times in order of popularity are as follows:

.Seven o'clock in the evening
.Six o'clock in the evening
.Eight o'clock in the morning
.Nine o'clock in the morning
.Ten o'clock in the morning

Results of the survey indicate strong support for maintaining and broadening real estate course offerings in the Business and Economics Division of JCCC. Consideration should be given to establishing a two year Associate of Arts degree in real estate.

Two high-interest courses on the survey are presently being taught at the college: Real Estate Law and Contracts. However, Finance and Appraisals received the highest degree of interest. These topics are included to some degree in the Principles of Real Estate course; however, consideration should be given to devoting an entire course to

each of these subjects. Even the lower ranking course subjects received sufficient interest to be explored further, particularly since they are of interest to those desiring a college degree.

In scheduling the courses, Saturday should be avoided. Monday through Thursday are the best days to schedule classes, with Friday being less convenient for many persons. Evening classes beginning at 6:00 or 7:00 should be well attended. For evening classes, the 2 hour 40 minute time should be encouraged; meeting once a week was preferred somewhat to twice weekly. If any classes are taught for 5½ hours, they should be scheduled in the daytime. The preferred starting times for day classes are 8:00 and 9:00, and it would be equally satisfactory to have the class meet once or twice each week. It should be remembered that class times were truncated to the even hour. Therefore, those wanting a class at 8:30 were counted among the 8:00 responses. They may prefer a 9:00 class, rather than the 8:00.

In planning what time of year to offer classes, one point to consider is the seasonal fluctuation in sales. November through February are considered "slow" months in marketing real estate; therefore, it would be advantageous to schedule classes during that period of time. In view of the high percentage of respondents wanting several courses, class schedules should facilitate taking more than one at a time. Providing a relevant and accessible curriculum in Real Estate is a valuable way of serving an educational need in the community.

SUGGESTED TOPICS FOR COURSE CONTENT

Finance

- Alternate modes of financing
- Owner financing
- Real estate "math"
- Bookkeeping and accounting
- Investments
- Tax "shelters"; advantages
- Creative finance contract

Real Estate Law

- Titles
- Tax laws
- Laws of agency
- Government regulations
- FHA guidelines
- Estate planning in real estate
- Brokers rights in dealing with crooked, unscrupulous clients

Sales Residential and Commercial

- Advertizing
- Sales forecasting
- Income property
- Referrals
- Recycle inner cities:
  - reclaimation of red-lined neighborhoods
  - urban development
- Architecture
- Construction
- Builder-developer communication
- Survey
- Condominiums-conversions and new property
- Interior decorating
- Exchanges
- Industrial leasing and developing
- Farm and vacant ground
- Organization and operation of home associations

Other

- Management procedures
- Ethics, philosophy
- General brokerage operations
- City planning
- Zoning, city code requirements
- Listing procedures

TABLE 1

INTEREST IN ASSOCIATE OF ARTS DEGREE;
INTEREST IN SPECIFIC COURSES

Area of Interest	Number	Percentage
Associate of Arts Degree	130	65.7%
Finance	159	77.2
Appraisals	149	72.3
Laws Relating to Real Estate	146	70.9
Contracts	129	62.6
Escrow Closing	94	45.6
Commercial Sales	93	45.1
Residential Sales	92	44.7
Procedures	71	34.5
Total Number of Respondents:	206	

TABLE 2

NUMBER OF COURSES IN WHICH
RESPONDENTS INDICATED INTEREST

Number of Courses	Respondents	Percentage
Zero	2	1.0%
One	7	3.4
Two	13	6.3
Three	41	19.9
Four	50	24.3
Five	35	17.0
Six	23	11.2
Seven	16	7.8
Eight	19	9.2
(Mean Number of courses= 4.5)		

TABLE 3

CREDENTIALS DESIRED BY PERSONS
INDICATING INTEREST IN SPECIFIC COURSES

Course/Subject of Interest	Interested In A.A. Degree	Type Credit for Course: Commission Approval*	Approval and Credit**
Finance	69.2%	30.5%	68.2%
Escrow Closing	76.4	25.0	75.0
Procedures	79.7	23.2	76.8
Contracts	67.7	34.7	65.3
Residential Sales	66.3	31.5	67.4
Laws Relating to Real Estate	67.6	32.4	66.9
Appraisals	70.1	34.5	63.4
Commercial Sales	67.8	28.4	67.0

*Kansas Real Estate Commission approval (not for College Credit).
**Both College Credit and Kansas Real Estate Commission approval.

TABLE 4

TYPE OF CREDIT DESIRED FOR COURSE WORK
RELATIVE TO INTEREST IN A.A. DEGREE

Credentials of Interest	A.A. Degree Desired: Yes	No	Overall
Kansas Real Estate Commission approval:			
With College Credit also	90.0%	10.0%	63.1%
With No College Credit	21.3	78.7	33.8
Not Interested in Courses Mentioned	16.7	83.3	3.1

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TABLE 5

SUMMARY OF SCHEDULE PREFERENCES
FOR REAL ESTATE COURSES

Class Meeting Length*	Night	Day
2 hours 40 minutes:		
Once weekly-16 weeks	32.0%	16.0%
Twice weekly-8 weeks	23.8	16.0
5½ hours/½ hour dinner break:		
Once weekly-8 weeks	11.7%	15.0%
Twice weekly-4 weeks	9.2	14.1

*Many respondents indicated more than one schedule preference. Therefore, it would be misleading to add these percentages.

Notes.--1. Almost 100% prefer the class to be on a weekday rather than Saturday.

2. Table 6 shows the data in more detail.

TABLE 6

SCHEDULE PREFERENCES
FOR SPECIFIC REAL ESTATE COURSES

Class Meeting Length*	Finance	Escrow Closing	Procedures	Contracts
2 hours 40 minutes:				
Night				
Once weekly-16 weeks	36.5%	34.0%	32.4%	35.7%
Twice weekly-8 weeks	21.4	21.3	23.9	22.5
Day				
Once weekly-16 weeks	18.2	13.8	16.9	16.3
Twice weekly-8 weeks	17.0	19.1	15.5	14.7
5½ hours/½ hour dinner break:				
Night				
Once weekly-8 weeks	11.3%	13.8%	7.0%	14.7%
Twice weekly-4 weeks	10.1	9.6	9.9	10.1
Day				
Once weekly-8 weeks	13.6	16.0	15.5	17.1
Twice weekly-4 weeks	16.4	22.9	14.1	16.3
Preferred day:				
Weekday	98.0%	98.9%	98.6%	99.2%
Saturday	2.0	1.1	1.4	0.8

*Many respondents indicated more than one schedule preference. Therefore, it would be misleading to add these percentages.

TABLE 6
(continued)

SCHEDULE PREFERENCES
FOR SPECIFIC REAL ESTATE COURSES

Class Meeting Length*	Residential Real Estate Sales	Real Estate Law	Appraisals	Commercial Sales
2 hours 40 minutes:				
Night				
Once weekly-16 weeks	29.3%	31.5%	30.9%	25.8%
Twice weekly-8 weeks	22.8	25.3	25.5	26.9
Day				
Once weekly-16 weeks	15.2	16.4	16.1	19.4
Twice weekly-8 weeks	20.7	17.1	18.1	22.6
5½ hours/½ hour dinner break:				
Night				
Once weekly-8 weeks	8.7%	8.9%	14.1%	10.8%
Twice weekly-4 weeks	9.8	9.6	9.4	10.8
Day				
Once weekly-8 weeks	19.6	15.8	17.4	15.1
Twice weekly-4 weeks	16.3	14.4	15.4	19.4
Preferred day:				
Weekday	96.5%	98.5%	98.6%	98.8%
Saturday	3.5	1.5	1.4	1.2

*Many respondents indicated more than one schedule preference. Therefore, it would be misleading to add these percentages.

TABLE 7

PREFERRED CLASS STARTING TIME
FOR EACH DAY OF THE WEEK

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning						
8:00 or earlier*	20	19	22	22	15	5
9:00	18	21	23	24	12	10
10:00 or later	8	8	8	7	6	3
Afternoon-Evening						
1:00-3:30	4	9	4	4	1	1
4:00	3	5	3	5	4	1
5:00	7	6	3	6	3	1
6:00	25	29	27	26	11	2
7:00	32	30	27	29	14	2
8:00 or later	1	2	1	2	2	0

*Very few were interested before 8:00.

Note.-A few responses were times 30 minutes past the hour. These choices were truncated to the even hour. For example, 7:30 responses are counted as 7:00.

Note.--Table 8 shows the data in more detail.
Note.--This data are the number of respondents and are not percentages.

TABLE 8

PREFERRED STARTING TIME
BY DAYS OF THE WEEK
FOR SPECIFIC CLASSES

Day/Starting Time*	Finance	Escrow Closing	Procedures	Contracts	Residential Sales	Real Estate Law	Appraisals	Commercial Sales
Monday								
8:00 A.M. or earlier	17	10	10	13	11	16	16	12
9:00	16	12	7	13	11	12	14	6
10:00-12:00	6	3	4	4	6	5	6	5
1:00- 3:00 P.M.	2	2	1	2	2	2	2	3
4:00- 5:00	6	2	3	7	6	5	7	4
6:00	19	9	10	16	11	19	15	13
7:00	28	10	11	17	13	22	25	12
8:00 or later	1	0	0	1	0	1	1	1
Tuesday								
8:00 A.M. or earlier	3	10	10	15	8	13	14	12
9:00	2	12	11	14	12	14	16	8
10:00-12:00	1	3	5	3	4	6	5	7
1:00- 3:00 P.M.	6	3	2	5	2	6	7	4
4:00- 5:00	9	6	3	11	6	5	10	4
6:00	23	14	15	22	14	23	20	14
7:00	24	15	9	17	13	20	21	13
8:00 or later	1	0	0	2	0	1	1	1
Wednesday								
8:00 A.M. or earlier	18	9	7	16	10	17	17	13
9:00	19	11	10	14	15	15	18	7
10:00-12:00	8	5	3	6	3	5	6	6
1:00- 3:00 P.M.	4	2	2	3	2	3	3	2
4:00- 5:00	4	2	2	5	4	4	6	3
6:00	22	11	10	20	13	20	17	11
7:00	24	13	11	18	12	19	21	10
8:00 or later	1	1	1	1	0	0	0	1

*Very few were interested before 8:00.

Note.-A few responses were times 30 minutes past the hour. These choices were truncated to the even hour. For example, 7:30 responses are counted as 7:00.

Note.-These data are number of respondents and not percentages.

TABLE 8
(Continued)

PREFERRED STARTING TIME
BY DAYS OF THE WEEK
FOR SPECIFIC CLASSES

Day/Starting Time*	Finance	Escrow Closing	Procedures	Contracts	Residential Sales	Real Estate Law	Appraisals	Commercial Sales
Thursday								
8:00 A.M. or earlier	16	12	9	14	9	14	17	15
9:00	11	10	11	14	14	15	17	9
10:00-12:00	6	3	2	5	2	5	5	6
1:00- 3:00 P.M.	3	1	1	1	1	2	2	3
4:00- 5:00	9	4	3	9	6	4	10	5
6:00	23	12	13	19	14	20	17	12
7:00	23	12	10	16	12	20	24	12
8:00 or later	1	1	0	2	0	1	1	1
Friday								
8:00 A.M. or earlier	12	6	8	10	7	12	13	10
9:00	11	7	6	8	8	6	8	3
10:00-12:00	5	4	3	4	2	3	5	3
1:00- 3:00 P.M.	2	1	1	1	1	1	1	2
4:00- 5:00	4	3	3	6	4	4	7	2
6:00	10	4	4	8	5	9	8	6
7:00	11	7	3	8	5	10	9	6
8:00 or later	0	0	0	0	0	0	0	0
Saturday								
8:00 A.M. or earlier	5	5	5	5	5	4	5	5
9:00	10	4	0	5	5	7	5	4
10:00	3	1	1	2	2	2	2	1
1:00 P.M.	1	1	0	0	0	1	1	0
4:00- 5:00	1	1	0	1	0	0	0	0

*very few were interested before 8:00.

Note.-A few responses were times 30 minutes past the hour. These choices were truncated to the even hour. For example, 7:30 responses are counted as 7:00.

Note.-These data are number of respondents and not percentages.

JOHNSON COUNTY COMMUNITY COLLEGE

INFORMATIONAL BULLETIN AND QUESTIONNAIRE

To assist you in your planning to meet the EDUCATIONAL REQUIREMENTS of the 1978 Kansas legislative action regarding minimum requirements for renewal of real estate licenses, the JCCC Business Faculty is attempting to provide you with as much information and support as possible.

Instruction at JCCC specifically related to real estate will be offered beginning FALL 1979. The reason is that it appears now that the Kansas Real Estate Commission WILL NOT be accepting courses, workshops and seminars for which the instructional content is MOTIVATIONAL IN NATURE OR INVOLVING SALES TECHNIQUES.

Another requirement will be that the individual must attend at least 90 percent of all class sessions including examination times in order to receive Kansas Real Estate Commission APPROVAL. This requirement shall be supported by a certified list from the instructor of the individuals enrolled and completing the course. It seems feasible, at this time, that the courses offered could be taken for semester credit working toward a two-year ASSOCIATE DEGREE program or taken on a pass-fail basis. A three hour credit course meets 48 clock hours.

THE REQUIREMENTS ARE AS FOLLOWS:

SALESMEN - Those who received the salesman's license PRIOR TO JULY 1, 1980

a) 30 clock hours prior to November 30, 1981
b) 30 clock hours prior to November 30, 1982
c) Etc.

BROKERS - Those who received the broker's license PRIOR TO JULY 1, 1980

a) 30 clock hours at or prior to November 30, 1981
b) 30 clock hours prior to November 30, 1982
c) 30 clock hours prior to November 30, 1983
d) Etc.

PLEASE HELP US TO HELP YOU BY COMPLETING THIS SHORT QUESTIONNAIRE AND RETURNING IN THE MLS LEATHER CASE.

1. If a two-year community college associate degree program in real estate were offered, would you be interested in this particular degree as a credential?

_____Yes
_____No, (Why?_____)

2. Under the following general headings, what specific courses would you like to see offered?

_____Finance
_____Escrow Closing
_____Procedures
_____Contracts
_____Residential Sales
_____Laws relating to real estate
_____Appraisals
_____Commercial Sales

_____OTHERS (Please specify:_____)

3. Please give names of courses which would be beneficial to you if offered at JCCC.

_____

_____

_____

4. If courses are offered, would you prefer attending:

_____One night per week for 16 weeks (2 hours 40 minutes per night)
_____Two nights per week for 8 weeks (2 hours 40 minutes per night)

_____One day per week for 16 weeks (2 hours 40 minutes per day)
_____Two days per week for 8 weeks (2 hours 40 minutes per day)

_____One night per week for 8 weeks (5½ hours with ½ hour dinner break per night)
_____One day per week for 8 weeks (5½ hours with ½ hour lunch break per day)

_____Two nights per week for 4 weeks (5½ hours with ½ hour dinner break per night)
_____Two days per week for 4 weeks (5½ hours with ½ hour lunch break per day)

5. Would you prefer:

_____Weekday
_____Saturday

6. Please state preferred starting times for course (Please show actual times under appropriate days)

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
A.M.						
P.M.						

7. The following courses will be offered by Johnson County Community College for three credit hours each during the 1979-1980 school term. Each of these courses was submitted to the Kansas Real Estate Commission for registration approval to meet the licensure requirements under the 1978 state law and those registered are so indicated and will meet the requirements of the law.

FALL	SPRING
Principles of Real Estate (Registered)	Principles of Real Estate (Registered)
Real Estate Contracts (Registered)	Real Estate Contracts (Registered)
Real Estate Sales Procedures (Pending)	Real Estate Law I (Registered)
	Real Estate Sales Procedures (Pending)

Are you interested in taking the above courses for:

_____Kansas Real Estate Commission Approval Only (Not for College Credit)

_____Both College Credit and Kansas Real Estate Commission Approval

_____Not Interested

THANK YOU FOR TAKING THE TIME TO HELP US. WE SINCERELY APPRECIATE IT.

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